



MS – 455

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VI Semester B.B.M. Examination, May/June 2014
(Semester (Fresh) Scheme) (2013–14 Only)

Business Management

6.4 : E-2 – Paper 3 : CONSUMER BEHAVIOUR

Time : 3 Hours

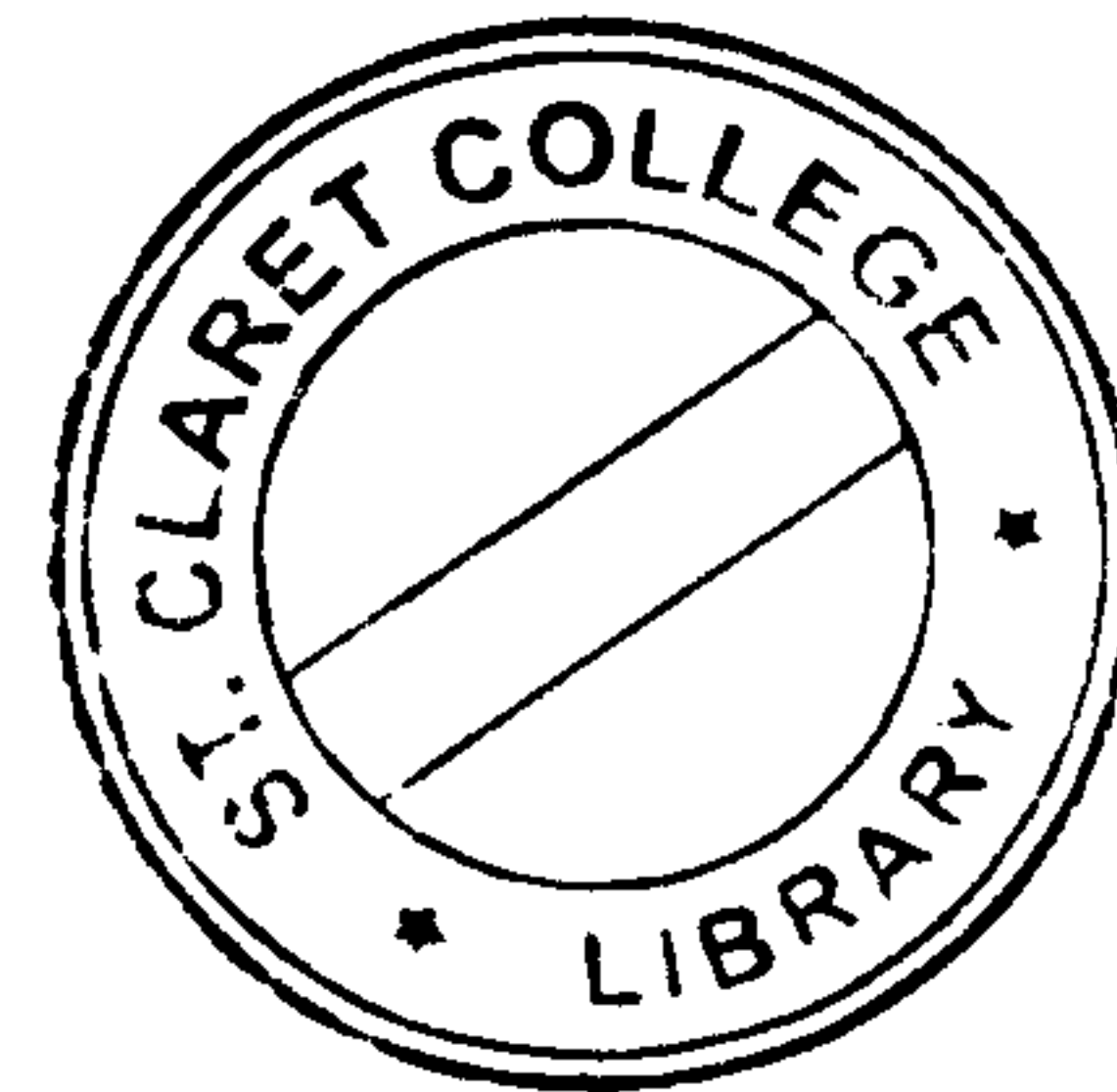
Max. Marks : 100

Instruction : Answers should be written **completely in English.**

SECTION – A

I. Answer **any eight** sub-questions. **Each** sub-question carries **two** marks. **(8×2=16)**

- 1) a) What is motivation ?
- b) Give the meaning of social responsibilities of business.
- c) What is consumer Information ?
- d) What do you mean by brand loyalty ?
- e) Write the meaning of Reinforcement.
- f) What is halo effect ?
- g) What is Super-Ego ?
- h) Define socio cultural segmentation.
- i) What is “word of mouth” ?
- j) What is industrial buying behaviour ?



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SECTION – B

II. Answer **any three** questions. **Each** question carries **eight** marks. **(3×8=24)**

- 2) What is packaging and labelling ? Explain.
- 3) Briefly explain the Learning Theory.
- 4) Discuss the components and sources of attitude.
- 5) Briefly analyse the cultural factors influencing Consumer Behaviour.
- 6) Briefly explain different approaches to brand loyalty.

SECTION – C

III. Answer **any four** of the following. **Each** question carries **fifteen** marks. **(4×15=60)**

- 7) Explain the concept of perception and the stages of perception process.
 - 8) Explain the concept of family life cycle. How do the family life cycle stages affect the consumption pattern ?
 - 9) What are reference groups ? Explain the various types of reference groups.
 - 10) What is organizational buying ? Explain the scope of organizational buying.
 - 11) Explain the elements of diffusion process.
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